

Master of Arts in Interaction Design

Designing Advanced Artifacts, Environments and Services

The Master of Arts (MA) in Interaction Design combines design thinking, prototyping techniques, digital fabrication, programming, and physical computing in one study program addressing the realization of projects in which the interaction between the design culture and the technological development allows to generate design-driven innovations.

The master offers students specialized knowledge and skills of interaction design. A pragmatic problem-solving approach to design is applied in a laboratory environment. Peer to peer learning, iterative processes and the rapid prototyping of various solutions qualify the students to pursue careers in industry, research centers and design practices, wherever technological innovation and design meet.

University of Applied Sciences and Arts of Southern Switzerland

SUPSI

www.maind.supsi.ch

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The study program covers three semesters: it is structured in five modules, each of them scheduling a variety of design, methodological and technical courses. The Master of Arts diploma in Interaction design awards 90 ECTS.

First semester

The first module Interaction Design Fundamentals focuses on a series of workshops and courses that provide the technical, methodological and practical skills of the Interaction Design discipline.

Second semester

The three following modules Designing Advanced Artifacts, Designing Advanced Environments and Designing Advanced Services are project-driven: they give students the opportunity to face a particular area of interaction design through the development of projects centered on specific design topics, such as appliances, interactive spaces, digital services and ecosystems, and cutting-edge technologies.

Third semester

The third semester is dedicated to the development of the thesis project. Students do design research to generate innovative products and to further develop their competences with an internship at companies and industries.

Goals

The goal of the master is to train skilled professionals who work in interdisciplinary design teams and within the most innovative industries and design fields. Students have the opportunity to acquire Human Centred Design methods for the analysis and the solution of design problems and to autonomously practice with research methods. The ability to use existing methods and to develop new ones is one of the main goals of the program: in fact, it qualifies the students for careers in companies at the intersection of innovation and interaction design.

Contents

During the courses, students learn about design topics, such as user experience design (UX), service design, user interface

design, human-centered design methodologies (HCD), open design, spatial design and web technologies. These topics are taught through design-driven approaches that allow students to develop digital ecosystems, IoT products, web and mobile applications, data visualization systems, interactive installations and exhibitions. The courses are held by design practitioners, computational designer and creative technologists, who introduce students to programming and physical computing, digital fabrication techniques as well as to the use of web technologies and tools to deliver working prototypes. The study program gives students the basic knowledge required to set up a business plan and present a pitch to potential investors if their goal is to launch a startup.

Target students

The master's program is addressed to students with creative talent combined with strong interest in topics and activities concerning the technological, social, and cultural context within which the future will be designed.

Admission requirements

The requirement for the acceptance to the Master of Arts in Interaction Design is a bachelor degree in Design (graphic design, industrial design, interior design, media design, web design, etc). Students with a bachelor degree in fields such as architecture, engineering, humanities, fine arts and business management are entitled to apply. If accepted, they have to obtain extra 10-15 ECTS by attending online courses or courses offered by SUPSI during the program.

Careers

Students who complete the Master of Arts in Interaction Design program will pursue careers at design agencies, industries, and startups worldwide. Students will work on innovative products and services in sectors where the digital transformation is a competitive advantage, such as media and web communication, ICT & digital services, e-commerce, consumer electronics, telecommunications, health & wellbeing, banking & finance, and the public sector.

Diploma
Master of Arts SUPSI
in Interaction Design (90 ECTS).

Duration
Three full-time semesters.

Teaching language
Courses are held in English.

Tuition fees
2'400.- CHF: Swiss residents
(Swiss nationality and Permit C)

4'800.- CHF: International students
(EU and extra EU)

1st Semester
30 ECTS - 17 weeks

Module 1: Interaction Design Fundamentals

2nd Semester
30 ECTS - 17 weeks

Module 2: Designing Advanced Artifacts

Module 3: Designing Advanced Environments

Module 4: Designing Advanced Services

3rd Semester
30 ECTS - 17 weeks

Thesis Project Setting

Thesis Project Development & Stage

Master of Arts in Interaction Design

Educational model

University of Applied Sciences and Arts
of Southern Switzerland

SUPSI

Top Schools of
Interaction Design

According to Domus Magazine

Interaction Award

Toot by Federico Lameri
IUVU by Matteo Loglio

